CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Future Shortage of Prints Seen

Exchanges Study Methods of Distributing Smaller Number

As a result of the continued cuts in the allocation of raw stock and the heavy use of it by both the USA and Canadian armed forces, a definite curtailment in the number of prints for theatres is expected in the near future.

William F. Rodgers, vice president in charge of distribution for MGM has been quoted as saying that "raw stock curtailment has gone beyond the point where the difference can be made up by reducing the number of prints." Rodgers also suggested that a joint organization of distributors and exhibitors be formed to replace the recently-ended United Motion Picture Industry setup. Such a body

(Continued on Page 2)

Academy Names 'Oscar' Leaders

Nominations for the most popular election in Hollywood—the annual "Oscar" awards made by the Academy of Motion Picture Arts and Sciences — have been made public by President Walter Wanger.

Ten films, five actor and five actress performances, five support-

(Continued on Page 6)

Theatre Scene of Real Thriller

Passing a movie picture house at Horsham, Sussex, England, the other Sunday morning, a civil defense worker heard a man shouting to him from a window. He could not make out what was said, but concluding that something was wrong summoned help. A military unit fully armed was turned out, and with firemen surrounded the

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USA Exhibitors Claim Managers Essential

The Independent Theatre Owners' Association of the USA has sent a letter to Paul V. McNutt, War Manpower commissioner, outlining the opinion that managers and assistant managers ought to be placed on the essential list.

Parliament Preview For 'Casablanca'

Lt. Governor and Lady Fiset and The Honorable Adelard Godbout, Prime Minister of Quebec, and Mrs. Godbout where patrons of a Parliamentary Preview of the new motion picture "Casablanca," held in the private committee chamber of the Legislative Council.

SEND IN YOUR BALLOTS

Right now there is lying on your desk a ballot and a return envelope of the Canadian Film Weekly's Annual Poll of the 10 best boxoffice pictures and stars in the Dominion during the 1941-42 season.

We are sure that it will reveal much information of special and valuable interest to theatre men.

Canada and the rest of the movie world is entitled to know Canadian preferences. Help us gather this invaluable information by marking your choice of the best 10 boxoffice stars and pictures. You needn's mark them in order. Just pick 10 and we'll do the tallying.

Get busy now and send back your ballot!

Dr. A. H. Giannini Passes in Hollywood

Dr. A. H. Giannini, leading financier and motion picture executive, died in Los Angeles of a heart attack last week at the age of 69. Dr. Giannini, who was formerly chairman of the general executive committee of the Bank of America, acted as president of United Artists from 1936 until 1938. He still held varied interests in the motion picture industry at the time of his death.

Dr. Giannini gave up the practice of medicine in 1908 to join his brother, A. P. Giannini, who founded the Bank of Italy in 1904.

Zanuck Back to First Love

Col. Darryl Zanuck, Fox production chief until he joined the USA army, is writing a book based on his adventures with the American expedition into Africa. It's tentatively called "Tunis Expedition." Zanuck used to be a writer.

Fox, Paramount Back Television

Large screen television projection and easy adaptability to color will presently be available to American enthusiasts in the home, schools, churches, restaurants and motion picture theatres under the British patent rights controlled for the entire Western Hemisphere by the newly-formed Scophony

(Continued on Page 6)

Warners' Sales Staff Changes in USA, Here

Arthur Sachson has been made assistant general sales manager by Ben Kalmenson, general sales manager of Warner Bros. Jules Lapidus is now Eastern division manager, replacing Roy Haines, who will head the Western division. Sam Pearlman, WB Montreal booker, has been made Calgary branch manager.

Weldon Writes re Hospital Shows

Maurice Weldon is one theatre manager who knows what movies mean to folks in every situation and condition. It's two-and-a-half years since Maurice bid his Toronto patrons and friends goodbye to don the blue of the HMCS, bucking the bristling brine in a corvette.

Right now Maurice is convalescing in a Naval hospital, a victim of the recent tragic hostel fire at St. John's. He was asleep at the time of the fire, which cost more than 100 lives, and came out of it severely burned. There's a bit of irony involved in that. While Maurice has been in a number of operations at sea, he has never been injured on duty. Only when he hits shore do things happen to him. He's been laid up twice, the first time through a

(Continued on Page 2)

C. M. Robson Seriously Ill at St. John, N.B.

Ill with a heart attack, Clarence M. Robson, vice-president of Odeon Theatres of Canada Limited, is in serious condition in Saint John General Hospital at Saint John, New Brunswick, according to word received in Toronto. Widely known in the motion picture industry in Canada, Mr. Robson was for many years an executive of Famous Players Canadian Corporation.

'The Siege of Leningrad' For the first time the screen tells the whole story of the greatest siege of our time. The North American premiere is at the Imperial Theatre, Toronto. "SIEGE OF LENINGRAD" is a feature-length epic released by Esquire Films Limited. (advt)

Film Weekly Vol. 8, No. 8 Feb. 17, 1943
HYE BOSSIN, Managing Editor

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'Easy Money'

The Toronto Globe and Mail of February 9th carries an echo of the marquee dispute in Toronto of last June. At that time the City of Toronto sought to charge one dollar for every foot of marquees and signs having a lesser clearance than nine feet from the ground and reaching over the sidewalk more than four and one-half inches, with a minimum fee of $10. It was fought off successfully by theatres.

Frank Tumpane of the Globe and Mail, under the heading, "Easy Money," wrote the following article:

It's wonderful to live in a big city like Toronto, where the air is measured out to the citizens, on certain occasion, at 15 cents per square foot.

The "canopy fee" is a dandy way of raising money, and is practiced upon theatre owners and other denizens of the metropolis who happen to have an overhead projection from their places of business.

You know what we mean—one of those affairs with signs announcing that Doris Darling is on view in the Greatest Picture Ever Made.

For each of these canopies the annual fee is 15 cents per square foot. On one medium-sized Bloor Street theatre this amounted last year to $40. The total collected by the City of Toronto in 1942 in canopy fees was $10,223.58—the greater part of this sum being good, clean profit.

In return for his fee, the theatre or store-owner gets his canopy inspected every year. Building inspectors drop around in the slack season and scrutinize the structures, but Toronto does not employ any full-time canopy inspectors. In this way, a lot of needless expense in salaries is avoided. The city, no doubt, feels happy about this salary saving, but naturally not to the extent of tampering with the 15 cents per square foot fee.

The "canopy fee" was imposed two years ago. Permission had been granted, prior to that time for the erection of hundreds of canopies, giving the city a ready-made field for fee collection. An owner could pay up or haul down.

Majority of the canopies are attached to theatres. They are now darkened through the exigencies of war. Theatre owners say they get less use from their canopies now than ever before, but they keep right on paying.

Owners in Toronto are not compelled to provide insurance coverage on their canopies in case they should tumble down and pin a pedestrian. The city's interest lapses when it collects its fees.

Just to the north of Toronto, in the Township of York, the canopy fee is only $1 per year. But the municipality insists that a public liability and property damage policy be held by the owner in case an accident occurs. Citizens of York Township rendered hors de combat by canopies are assured some return on their life and limbs.

There's no doubt about it. It's wonderful to live in a big city.

* * *

Big Windsor Score

The Capitol Theatre, Windsor, netted the fine sum of $7,400 for Russian Aid with a Sunday night show and this, added to the recent $5,000 take at the Park, makes a splendid haul to add to the border city houses' total. Nova Scotia theatres have contributed something close to $2,000 and may exceed this amount. The names of Messrs. Wener and Green of Glace Bay should be added to those of motion picture men who have acted as local chairmen. The Capitol, St. John, N.B., took in $240 and Charlottetown netted $105.

The fine work of W. H. Cuzner of Sydney Mines, president of the Nova Scotia Allied and chairman of his local committee, and the efforts of his colleagues drew a note of praise from Herb Allen, general chairman of the Motion Picture Committee, which read: "I think the work done by you, Mr. Cuzner, and the members of your committee is beyond praise. I am proud to be associated with you."

Mayor Harry T. Lewis of Welland was the speaker at special Sunday afternoon and evening shows held at the Park and Capitol theatres of that Ontario town which yielded $2,800. At the Roxy, Kingsville, Ontario, a Sunday concert yielded $1,243. L. W. Payne, Capitol, Listowel, Ontario, got $163.20 through two special shows and would have had more but for a blizzard.

And they're still coming in.

Print Shortage In Sight

(Continued from Page 1)

would fall in line with the recent declaration of Ed Kuykendall, president of the Motion Picture Theatre Owners Association of America, that some medium of mutual discussion should be established. One of the first questions dealt with would be that of prints.

Local exchanges are studying spaced booking and other means of making fewer prints do when the time occurs. One plan, which has not met with approval, is to stagger territorial releases. Critics claim that it would mean scratched film for those who hold first-runs later.

Whether Canada will be affected by a print shortage at the same time as the United States cannot be judged now. Though National Film Board requirements have boosted the Canadian demand, the existing need is very small when compared with that of the United States. So far the 30 per cent cut in raw stock has made little difference here, though this country is governed as a matter of course by War Production Board rulings in the USA.

Prints for Canadian exchanges are made in Canada on raw stock imported from the USA and coated here. The Dominion uses up some 35,000 feet of film annually.

It is thought by some that more raw stock may become available when the war departments are able to judge their needs better. The severe cuts in allocations, some consider, derives from a desire of government departments to make sure they have enough.

Not Enough Hosp'l Programs-Weldon

(Continued from Page 1)

strep throat. He almost longs for the safety of the sea to avoid the dangers of everyday life on our land.

Canadian Film Weekly has an interesting letter from Maurice on the subject of war hospital screenings, which are anything but satisfactory. Writes Maurice:

"In a recent issue of Film Weekly I noticed a very interesting article headed 'Booze Cut to Boost Boxoffice.' I quite agree with your article under the present conditions in Toronto and throughout Canada. But what about after the war?

Since my admittance to the Royal Canadian Naval Hospital, St. John's, Newfoundland, several weeks ago I have seen but two feature pictures. The up-patients have two irregular screenings weekly.

I am quite certain that this amount of entertainment does not relax our minds as to coming operations, or present injuries which the great majority of patients have received at sea.

This generation of man was born with the motion picture. Why should injured seamen be deprived of their best form of entertainment, the most welcome to this hospital?

There occurs the occasional discussion about the slackness of either our industry or the government's ignorance. Without this entertainment the boys will eventually lose all interest in theatres and find relaxation elsewhere or at the local hotel. Even more so after this conflict is over—and all because we neglected to keep them theatre-minded.

It should be arranged to have two screenings each week for the wards and every night for the up-patients. Our American cousins have screenings each night in their hospitals and aboard ship even at sea, weather permitting.

Great appreciation and many favorable comments would be shown towards the motion picture industry now and in future years if this negligence is overcome."

Though picture production has many problems today, such as transportation and limited stock available for the making of prints, these should not be allowed to interfere with injured soldiers and sailors seeing movies. They cannot go to the movies. The movies must go to them—and regularly.

W. S. Van Dyke Dead

W. S. Van Dyke, famed film director, died in Hollywood last week at the age of 44. Most of his work was done for MGM. His most recent directorial job was the last of the "Thin Man" series.

IT'S ALWAYS FAIR WEATHER WHEN GOOD SHOWMEN AND GOOD SHOWS GET TOGETHER!

THE Paramount Picture

EXTRA
PLAYING TIME IS THE ORDER OF THE DAY WITH PARAMOUNT PRODUCT!

VOL. 1 (ADVT.) The Lowdown on the Production and Distribution of the Best Shows in Town! NO. 8

'Every Star Plays a Star Part'

'JORDON' A LAUGH CINEPIC

Stars Alan Ladd In Fans' Favorite Role

Alan Ladd, who amazed all of Hollywood by booming to stardom in his first big screen role, is set to amaze everybody all over again by his fine portrayal of a new type of gangster in his latest cinepic, "Lucky Jordon."

Coming close on the heels of his two previous hits, "This Gun for Hire" and the "Glass Key," this latest story was written to give the fullest play to Ladd's abilities. "Lucky Jordon" is the story of a mobster leader who bucked the entire United States army, who bought or took what he wanted . . . who played alone until he ran against a girl with nerve that matched his. In the girl, Paramount has a startling newcomer direct from the New York Stage. Helen Walker is the name and, just as the previous thrillers made Ladd a star, so this comedy-melodrama is likely to mean stardom for Miss Walker.

Unknown at the boxoffice yesterday, today Alan Ladd stands next to the top on fan magazine lists of favorite male stars. When the year 1943 draws to a close, there is no reason why Alan Ladd should not top the list. He is definitely boxoffice with a capital $.

Exhibitors are advised to make their booking early on this one—and to leave plenty of additional playtime. You'll need it. Already people all across the country are asking theatre managers when "Lucky Jordon" is coming. Boys, that isn't the Indian sign.

Gary Cooper Plays 'Dr. Wassell'

Gary Cooper has drawn one of the most important roles of his career in Cecil B. DeMille's Technicolor cinesaga, "The Story of Dr. Wassell."

Selected over more than a dozen name players who have been candidates for the role, Cooper will portray Lieut.-Commander Corydon M. Wassell, the humble former horse-and-buggy doctor from Arkansas who won the Navy Cross.

'LUCKY' TO MAKE EXHIBITORS HAPPY

Gayety is the underlying theme in the new Technicolor filmusical "Happy Go Lucky" which satisfies the public demand for color, music and light entertainment. The picture brings together a sparkling cast headed by Mary Martin, Dick Powell, Eddie Bracken, Betty Hutton, sensational new comedy star, Rudy Vallee and Mabel Paige.

Already several of the hit tunes from "Happy Go Lucky" are being featured by the Dominion's top ranking bands. "Happy Go Lucky" is the ideal picture for any and all situations. Put your bid in early.

High Voltage Star Power Will Cause BO Hurricane

Following its sensational opening in New York, "Star Spangled Rhythm," Paramount's boxoffice bombshell, exploded with telling effect in its first pre-release engagements in the States. Paramount has provided a powerful array of stars to give the exhibitor the biggest boxoffice attraction he's ever had.

Not three, not six, not a dozen but FORTY-THREE stars appear in this "star-riffic" picture. It will never be topped! It has every necessary ingredient. It has everything. And, on top of the 43 stars, there are seven song hits that will have the country humming from Victoria to Halifax, from Niagara Falls to Churchill, from Prince Rupert to Cape Wolfestenholme. Truly a picture on which to use the fullest complement of superlatives.

Look at a few of the names that help to make "Star Spangled Rhythm" the musical comedy that will never be topped: Bing Crosby, Bob Hope, Fred MacMurray, Franchot Tone, Ray Milland, Victor Moore, Dorothy Lamour, Paulette Goddard, Vera Zorina, Mary Martin, Dick Powell, Betty Hutton, Eddie Bracken, Veronica Lake, Alan Ladd and Rochester.

Not 43, you say? Well, here's a few more. William Bendix, Jerry Colonna, Macdonald Carey, Albert Dekker, Walter Abel, Susan Hayward, Marjorie Reynolds, Betty Rhodes, Dona Drake, Lynne Overman, Gary Crosby, Johnnie Johnston, Gil Lamb, Cass Daley, Ernest Truex, Katherine Denham, Arthur Treacher, Walter Catlett, Sterling Holloway, Golden Gate Quarette and Walter Dare Wahl and Company. And how about Cecil B. DeMille, Preston Sturges and Ralph Murphy, who also act in the picture.

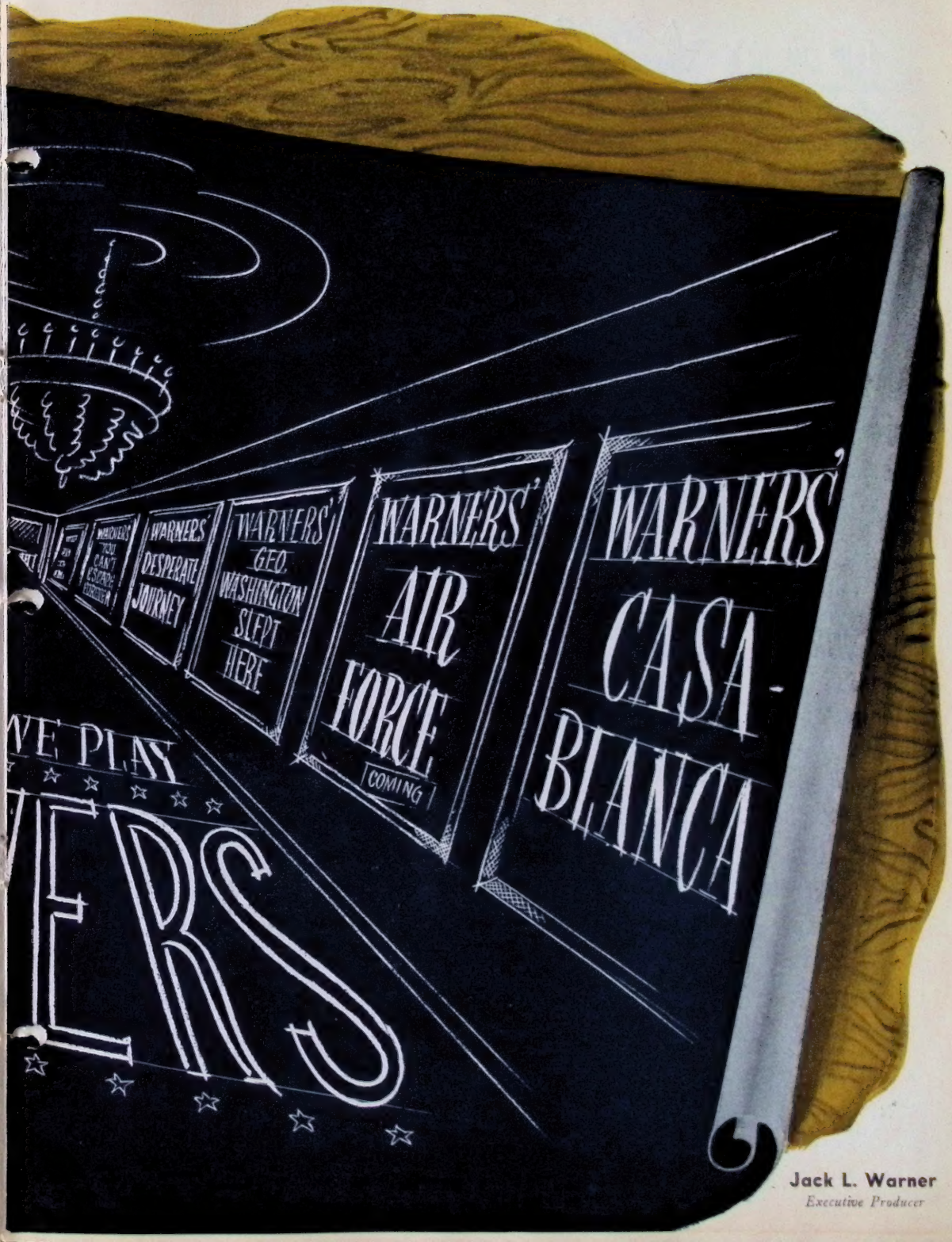
Bing sings it . . . Hope swings it . . . Paulette in her sweater . . . Dotty in her sarong . . . Hutton's struttin' . . . Bracken's wise-crackin' . . . Lake's easy to take . . . Mary and Dick sing a swing hit . . . Ladd's a kill-a . . . Rochester's a toot in a zoot suit . . . **EVERY STAR PLAYS A STAR PART!**

Already there is a smash advance radio build-up going on over the Dominion networks. The seven hits from "Star Spangled Rhythm" have been pounding the airwaves in a smashing barrage of plugs over all important programs from the Atlantic to the Pacific

All this . . . and a STORY, too! Not just a conglomeration of the greatest talent ever assembled. Not just a clambake of fleeting glimpses at the great. But an honest-to-Gosh back-studio yarn that's jam-packed with laughs and songs and stars who are part and parcel of the whole film! Exhibitors, here's your chance for the biggest "star spangled" grosses you have ever rolled up!

GUNS AND GALS—That's the thrill-filled routine of tough guy Alan Ladd and he does right well with both of 'em. The lovely lady in the picture above is film newcomer Helen Walker, who plays opposite Ladd in Paramount's spy thriller, "Lucky Jordan."

WARNERS'
YANKEE
DOODLE
DANDY
WARNERS'
NOW,
VOYAGER
WARNERS'
THE
HARD
WAY
WARNER'S
I
GENTLEMAN
JIM
WARNER'S
ACROSS
THE
PACIFIC
PROUDLY
WARN
BLUEPRINT OF A SMART THEATRE



Jack L. Warner
Executive Producer

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

February 17th, 1943 COAST-TO-COAST COVERAGE Vol. 8, No. 8

'Shadow of a Doubt'...Superb

Academy Names 'Oscar' Leaders

(Continued from Page 1)

ing actor and actress performances, five directing jobs, 15 writing achievements and numerous other efforts, were presented for consideration of the 10,000 members of the industry who started voting for their favorites Feb. 13.

Mrs. Miniver, a Metro-Goldwyn-Mayer picture, was the only one of the 10 films selected as the outstanding one of 1942, also to contain nominations for the best performance by an actress, best performances by actor and actress in a supporting role and for best achievement in directing.

Results of the voting will be announced at the 15th annual awards dinner March 4.

The nominations were made by members of the Screen Actors, Directors and Writers' Guilds.

The principal nominations:

For the outstanding motion picture of the year:

"The Invaders" (British), Ortus, Columbia. (Released in Canada under the title, "49th Parallel.")

"King Row," Warner Bros.

"The Magnificent Ambersons," Mercury, RKO Radio.

"Mrs. Miniver," Metro-Goldwyn-Mayer.

"The Pied Piper," 20th Century-Fox.

"The Pride of the Yankees," Samuel Goldwyn, RKO Radio.

"Random Harvest," Metro-Goldwyn-Mayer.

"The Talk of the Town," Columbia.

"Wake Island," Paramount.

"Yankee Doodle Dandy," Warner Bros.

Best performance by an actor:

James Cagney in "Yankee Doodle Dandy," Ronald Colman in "Random Harvest," Gary Cooper in "The Pride of the Yankees," Walter Pidgeon in "Mrs. Miniver," and Monty Woolley in "The Pied Piper."

Best performance by an actress: Bette Davis in "Now, Voyager," by Warner Bros.; Greer Garson in "Mrs. Miniver," Katharine Hepburn in "Woman of the Year," by Metro-Goldwyn-Mayer, Rosalind Russel in "My Sister Eileen," by Columbia, Teresa Wright in "The Pride of the Yankees."

HITCHCOCK'S NEW FILM IS TOP-NOTCH THRILLER

"SHADOW OF A DOUBT"
UNIVERSAL
(Running Time: 106 Minutes)

Alfred Hitchcock, though he has demonstrated often his ability to play with audience emotions pretty much as he pleases, has probably never had a film that so held fans in thrall as his newest, "Shadow of a Doubt," does. There will be many a bit lip among the watchers and the edge of the seats will bear more weight than in many a movie moon.

Opening in a homey manner with a look at the leisurely and friendly manner of living in a small town home, the perfect contrast is provided in a very natural manner for the harsh and upsetting goings-on that come later. From a mood of relaxation the picture builds evenly into a nerve-torturing crescendo. Like all crime films, this bows to the ultimate triumph of virtue. But unlike the rest, the triumph of virtue remains unrevealed to all but two of its characters—and the audience.

TERESA WRIGHT
who plays an outstanding role

"Shadow of a Doubt" is the simple story of a psychopathic murderer hiding in the home of small town relatives and impressing all with his good nature and big city polish. This role is played by Joseph Cotten, a piece of the wreckage of Orson Welles brief Hollywood cruise, and he does wonders with it. He has the most flexible face of any screen actor. It is committed in countenance neither to evil nor righteousness until Cotten wants to reflect one or the other.

Teresa Wright, grown into one of the finest boxoffice attractions today, plays the niece unexplainably drawn to Cotten, who comes upon his secret. Miss Wright's ability requires no elaboration here.

Wisely Hitchcock dispels the mystery about half-way and devotes the rest of the footage to the intensely suspenseful contest of life and death between niece and uncle. The love story, carried by Miss Wright and MacDonald Carey, a detective, is never allowed to get in the way of Hitchcock's aim.

A very clever device is Hitchcock's use of Merry Widow waltzers. This is symbolism that becomes suddenly and shocking clear, tieing in exactly with the revelation of the mystery and making the audience sit up sharply. The musical score is handled in a masterly fashion, fitting neatly into each scene and absent when omission means more.

Another fine trick, one that provides the humor and gives the audience something to think about when related to events disclosed later, is carried out by Henry Travers and Hume Cronyn. As two crime-fan cronies, they carry on a harmless running discussion of the best ways to commit murder. This use of the same theme for two completely opposite effects is usually found in symphonies.

Others who assist are Edna May Wonacott, a child actress, Wallace Ford and Patricia Collinge.

"Shadow of a Doubt" should do strong business. There's no doubt about its quality.

Have You Returned Your '10 Best' Ballot?

Theatre Scene of Real Thriller

(Continued from Page 1)

building.

They learned quickly enough that they had been needed. About 1 A.M. two masked men wearing Canadian military uniforms had entered the building, attacked a night watchman, tied him and locked him in a room. Then they found a fire watcher asleep and locked him up as well.

Seven hours later, at 8 o'clock, another fire watcher who was sleeping on another floor came downstairs. He in turn was held up, robbed of his wallet and locked up.

Then the women cleaners began to arrive. They were let in one by one by the men, who stole their purses and handbags and shut them in a room.

At 9 o'clock the chief operator arrived. The soldiers asked him if he was the manager. When he said the manager would not be there until later the men said: "Take off your jacket, we're going to wait for him," presumably to get the keys of the safe in which were the week-end takings. The operator removed his coat but saved his wallet by dropping it behind a radiator.

Thorough search for the bandits proved futile. It was found that they had cut the cinema's telephone wires.

Fox, Paramount Back Television

(Continued from Page 1)

Corporation of America, Arthur Levey, president of the new corporation, has announced.

Twentieth Century-Fox and Paramount are large stockholders in the venture. The new corporation is a completely independent American organization.

Scophony Corporation of America will bring to the Western Hemisphere the "supersonic" method of television projection.

It is believed that television will produce a material change in the amusement industry both from the standpoint of home broadcasting, of the motion picture theatre and of the "juke-box."

Producers Releasing Corporation Limited
PRC
H. J. ALLEN, President

FOUR FINE FAST FEATURES

THAT ARE STANDING 'EM UP EVERYWHERE!

Secrets of a Co-Ed
Tina Thayer, Otto Kruger, Rick Vallin

Baby Face Morgan
Mary Carlisle, Robert Armstrong, Richard Cromwell

A Night for Crime
Glenda Farrell, Lyle Talbot

Tomorrow We Live
Jean Parker, Ricardo Cortez

—COMING—

An Alexander Korda Production

'The Scarlet Pimpernel'

With Leslie Howard, Merle Oberon and Raymond Massey

Producers Releasing Corporation
LIMITED
Executive Offices:
277 Victoria St., Toronto, 2, Ont.

He Had a System

Every manager knows the anti-social patron. This type of customer, unaccustomed to being waited on and probably the victim every day of someone's superior authority, seeks compensation by making life miserable for the ushers. A minor mishap or a fancied wrong brings this patron down on the manager's head, demanding the usher's scalp—or his job.

One manager, according to what was revealed during an informal discussion of the subject by boxofficers, found a way of keeping everybody happy. When Mrs. Van Doodle stomped into his office, overwhelmed with indignation, the manager sent for the usher in question.

"See here, young man," blistered the manager. Then followed a sizzling denunciation. The usher, seemingly dejected and almost in tears, left sadly on being told he was fired after that night's closing. Mrs. Van Doodle went away happy.

The next day the usher reported for work as usual, just as though nothing had happened. To tell the truth, nothing did. The complainant was satisfied, the manager smiled at the way his little act worked smoothly and regularly, and the ushers enjoyed being part of the little game.

* * *

It Had a Familiar Sound

"Forever and a Day," the all-star picture to be released shortly, gave one batch of bookers a private laugh the other day. Anna Neagle is a girl who has run away from her guardian to avoid marrying an elderly man of his choice named Barstow. She takes refuge in the home of C. Aubrey Smith and falls in love with his son, played by Ray Milland. The line that got the laugh was served up by one of Milland's servants: "I hate to think of her having to go back to that old Barstow!"

Screening room double bills allow all the booking taboos, such as showing the same actors in both pictures, identical backgrounds and so on. Recently the bookers got through looking at Sabu, Jon Hall and Maria Montez in "Arabian Nights," which was followed on the screen by Monty Woolley and Ida Lupino in "Life Begins at 8.30." In the latter picture Sara Allgood, an ex-actress, reads some lines from a famous play. "Sabu," snorts Woolley, "could have read it better!" Sounded as though it had been planned.

* * *

A Coincidence, Really

To those of you who saw the Imperial standee in the Yonge street lobby, which read: "Historic Victory Meeting of Roosevelt and Churchill in Casablanca," then looked above the entrance at the large paintings of the president and the prime minister, this may explain what you've been wondering about. Those pictures weren't put there as part of the advertising for even so important a newsreel.

The patriotic—and perhaps far-seeing—Tom Daley, who skippers the FPC flagship, had them put up there months and months ago. Mr. Roosevelt looks confident and determined, Mr. Churchill is smiling like a man who knows something good but won't tell, and Mr. Daley is chuckling to himself at the way things become unified eventually.

* * * *

Cheesecake for Dessert

Sam Glasier of 20th-Fox Adsales got a wire from a magazine editor asking for "Star stills—cheesecake preferred." Cheesecake, if you don't know, means plenty of limb in the lingo of the press. Sam wired back: "Sorry. Due to food restrictions all out of cheesecake."

It's not so much of a joke as it seems to be. Cheese of the farm variety goes overseas by the ton. And, what with a cut in the number of stills, the Hollywood brand isn't as plentiful as it used to be.

MONOGRAM PICTURES
OF CANADA LTD.
277 Victoria St.
Toronto

THE HIT OF THE YEAR!

Silver Skates

Don't take our word that it has what the public wants—
READ these 100% rave reviews:

"Fine film packed with entertainment for audiences of all ages . . . rating excellent"
Motion Picture Herald

"This superior spectacle looks like a field day for exhibitor and producer alike . . . on par with anything turned out by any studio"
Showmen's Trade Review

"'Silver Skates' musical ice revue cinch profit maker for all bookings"
Variety

"One of the snappiest ice skating revues to come out of Hollywood"
Jimmy Fidler

"Score a loud clanging bull's eye for Monogram. 'Silver Skates' is an A1 iced cocktail"
Canadian Film Weekly

PLAY IT NOW!

Write, wire or phone your nearest

MONOGRAM EXCHANGE

Toronto, Montreal, St. John, N.B., Winnipeg, Calgary Vancouver

The Management of the Uptown Theatre, Toronto will tell you that Alfred Hitchcock's "Shadow of a Doubt" is out-grossing any picture they have played since they commenced operation of that house!

It's another HOLD-OVER Hit from Universal!